



WPTV

ORDER

Print Date 10/25/12

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Flight Dates **10/25/12-10/31/12**

Contract / Revision **315800 /**

Original Date / Revision
10/24/12 10/25/12

Advertiser **NRCC - Hasner**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Hasner for FL CD-22/NRCC

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C25C31**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	2	\$2,720.00	\$3,200.00	0.00
November 2012	3	\$4,250.00	\$5,000.00	0.00
Totals	5	\$6,970.00	\$8,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	2	\$2,720.00	\$3,200.00
10/29/12	10/31/12	3	\$4,250.00	\$5,000.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/25/12	10/31/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 111 - - -	:30	3	\$1,800.00	FX	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	- 111 - - -	3		\$1,800.00		0.00					
N 2	WPTV	10/29/12	10/29/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M - - - - -	:30	1	\$1,400.00	FX	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	M - - - - -	1		\$1,400.00		0.00					
N 3	WPTV	10/27/12	10/27/12		CM	11-1130p	- - - - - S -	:30	1	\$1,400.00	FX	0.00 NM	1	\$1,400.00



Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
				Sa 11-1130P												
				Sa 11-1130p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/25/12	10/31/12	-----S-		1				\$1,400.00		0.00				
														Totals	5	\$8,200.00